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Monthly Report of Baidu's Comprehensive Governance of Information Security (August &

September 2020)

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In August and Sep

In August and September 2020, the Baidu Content Security Center comprehensively targeted and cleaned harmful information across all product lines. Among which, 8.35 billion pieces of harmful information were removed by using AI technology, including material relating to pornography and gambling; 12.209 million pieces of harmful information concerning copyright infringement and pornography were also manually removed.

In August and September 2020, the Baidu Content Secu-

rity Center has been continually taking special governance actions to counter information pertain-

ing to pornography.

A total of 39,846 sets of keywords, and 8,857 sets of subsidiary words were cleaned up. The Center also banned 79,875 relevant accounts, closed 2,134 forums in Baidu Tieba, and terminated 3.78 billion harmful links.

Baidu has recently released its performance when the “Brightness Action” Anti-Fraud Action sees the first anniversary. In the past year, Baidu has blocked and removed 2.9 billion pieces of information concerning fraud. Baidu Tieba proactively uncovered and banned 272 forums suspected of being involved in Internet frauds as well as 110,000 ac-

counts suspected of being involved in disseminating fraud information.

Core Governance of Baidu's Products in August and September:

I . Baidu Search

Through approaches including intelligent data mining and human inspections, more than 8.2 billion pieces of illegal and harmful information have been removed, including 33,969 sets of search words related to pornography, gambling, and drug abuse, and over 4.42 million harmful links.

II . Baidu Tieba

Through approaches including intelligent data mining

and human inspections, tens of millions of malicious and harmful pieces of information were deactivated, hundreds of thousands of illegal accounts were deleted, and thousands of harmful forums in Baidu Tieba were shut down and rectified.

III. Baidu Netdisk

Through approaches including intelligent data mining and human inspections, more than 29.21 million pornographic, illegal, and harmful files were cleaned up, over 32,000 illegal accounts were banned, and more than 8.47 million links were deactivated.

IV. Baijiahao

Through approaches including intelligent data mining and human inspections, more than 406,000 pieces of harmful, illegal information mainly in the field of vulgarity, negative emotions, and false advertisements were removed, including more than 10,600 articles that violated laws and regulations.

V. Baidu Marketing

In August and September 2020, 1 million healthcare keyword variants (violators substitute or displace relevant keywords to avoid

detection) were deleted, 89 million of that in 2020. Besides, up to 375 million non-compliant

advertisements
were rejected, 2.298
billion of that in
2020.

VI . Case-Specific Actions

1. Jointly Initiating the Protection Scheme of Consumers' Rights and Interests in the Home Appliance Maintenance Industry

To provide consumers with quality home appliance repair service during the summer months, Baidu together with Zhejiang Provincial Consumers Council and Zhejiang Provincial Association for Home Appliance

Circulation jointly launched a consumers' rights protection campaign in the home appliance

repair industry on 25th August. We provide both online and offline consumption education, which cover the guidance for consumption and the protection of consumers' rights. For instance, in terms of offline consumption, through assisting in mediation and compensation measures, issues such as illegal use of brand and qualification, high charges that consumers faced in offline maintenance services can be solved.

Furthermore, in the field of online education, Baidu will carry out multi-dimensional national consumption education activities in the form of online lectures. short

videos, pictures, and articles. We will introduce the detailed content of the scheme to consumers to help them safeguard their legitimate rights and interests during their consumption in the home appliance industry.

2. Assisting the Police in Detecting Online Fraud Cases

During the Covid-19 pandemic, Baidu discovered some criminals using fake websites to commit crimes. After data analysis and verification by our staff, it was confirmed that those criminals lured netizens to transact on fake websites to defraud, which was achieved by posting information about buying or

selling equipment in popular games. Having determined the criminals' modus operandi, Baidu immediately reported relevant clues to the police.

After investigation, the police found that this underground market chain had a clear division of work and was well-equipped. Besides, most of these crimes are committed by gangs with criminals usually knowing each other and having a strong sense of anti-investigation. All of these made it difficult for the police to crack down on the whole organization.

To fully uproot the system, Baidu actively supported the police in fixing law-violation evidence.

In the end, the police arrested 25 criminal suspects in Hunan, Hainan, Jiangxi, Guangzhou, Hebei, Fujian, and other places, and solved more than 130 cases involving more than 120 million RMB, with 2 internet fraud underground markets rooted out.

3. Establishing a “Joint Laboratory for Combating New Crimes” with Suzhou Anti-Internet Fraud Center

To fight new crimes, improve the internet ecosystem, and innovate a new model of police-enterprise

cooperation that facilitates and benefits people, Baidu and Suzhou Anti-Internet Fraud Cen-

ter jointly established the “Joint Laboratory for Combating New Crimes”. This move has opened all-around and deep-level cooperation in cybersecurity between the two parties. Baidu has integrated its huge technological advantages and security products into multiple agendas of the Suzhou police including combatting new cybercrime, protecting citizen's privacy, and early warning of public security issues. With these endeavors, Baidu has promoted the building of a new working model called “Smart Police Service” in Suzhou, providing more powerful technology and information support to

the development of local public security.

4. Launching the Mystery Buyers Program with China Consumer News

In early September, Baidu and China Consumer News jointly launched the Mystery Buyer Program, during which Baidu and China Consumer News hired professional buyers to secretly purchase goods sold on Baidu's platforms. They are responsible for evaluating and scoring the entire consumption process in terms of the speed of delivery, product quality, advertisement, return & exchange processes, and other services, as well as providing complete and valid

evidence. In case of problems, Baidu immediately removes the products from its platforms or even closes the stores involved, and if the benefits of consumers are damaged, Baidu pays compensation ahead in compliance with the Protection Scheme.

To avoid consumers' property loss caused by failing to contact the merchants, Baidu firstly launched a series of activities including live streaming Q & A, live commerce, and publicity of consumer protection services. Through these activities, Baidu provides consumers with regular consumption knowledge before shopping, thus popular-

izing the healthy consumption concepts and promoting the publicity of consumer safety. Besides, Baidu has upgraded the "Internet User Rights Protection Scheme" to protect the legitimate rights and interests of consumers. What's more, Baidu's Online Blue Army has opened a port to receive customers' feedback on our products. Baidu optimizes and upgrades our products based on the above feedback. Baidu also guides the customers to be more cautious during shopping and leads them to defend their rights promptly when encountering infringement. Baidu will continue to listen to the voice of

our customers and to improve the quality of services. We strive to make our customers feel satisfied when shopping and confident in the safety of our products.

5. Performance of the Clean Online Environment Special Action for Teenagers during Summer Holidays

On 14th September, the two-month Clean Online Environment Special Action for Teenagers during Summer Holidays initiated by Baidu was over. During this campaign, various products of Baidu dealt with

150,666 pieces of harmful information, banned 344 accounts, and blocked 785 forums

in Baidu Tie in total.

To be specific, 11,161 pieces of harmful information concerning animation and cartoon were cleared with 54 relevant accounts banned; 11,997 pieces of harmful information involving minors were cleared in live broadcasts and short videos with 32 relevant accounts banned; 118,596 pieces of harmful information that endangered the physical and mental health of minors were cleared in forum communities, and 238 illegal accounts were closed; 3 malicious pop-ups in applications were removed; 8,909 pieces of harmful information that induces minors to develop unhealthy val-

ues were cleaned up with 20 accounts closed.

6. Filing “Ecological Lawsuits” Against Companies Interfering with Search Results

For a long time, a certain number of people have been working in the underground markets targeting search engines. Through illegal activities such as SEO poisoning, Black Hat SEO, spam ranking, flooding the searching result with unwanted information, giving negative comments, click fraud, they try to interfere with the proper ranking of searching results to seek illegal profits. Baidu has been using various technical and legal approach-

es to crack down on such black economies, honoring its commitments to protect the rights and interests of the netizens.

Recently, Baidu has filed an "Ecological Lawsuit" against a website that provides platforms and services for click fraud. According to information, the website has been specialized in the business of making money online and sets up special topics such as "search tasks" on the task module of its home page. Under this mechanism, the webmaster can post bogus click tasks that aiming at Baidu and other searching engines. Following the detailed directions of the tasks,

the platform users can search the corresponding keywords in Baidu. After clicking the searching result and submitting relevant proof, they can receive the “gold coins” from the platform as rewards and then exchanged them for cash.

In search engines' ranking algorithms, the users' clicks account for a considerable proportion of the ranking. The website makes use of this principle and tries to boost the ranking by creating false clicks that do not reflect the actual search needs of the users. As a result, the original ranking rules of search engines have been broken.

At the end of August, Baidu sued the operator of the website for unfair competition, requiring the operator to immediately stop the infringement, compensate for the economic loss of three million RMB, and publish a public statement to remove the impacts. The People's Court of Haidian District in Beijing has officially accepted the case, which is now under trial.

If you find any illegal, false, and harmful information, you can report to Baidu Report Center at <http://jubao.baidu.com>, and Baidu will check and resolve it as soon as possible.



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